

BACHELOR OF BUSINESS ADMINISTRATION

INTRODUCTION

Students will be conferred a general BBA degree upon completion of their studies. Students are, however, allowed to specialise in areas in either Management, Marketing, or Operations and Information Systems Management to enhance their credibility and their employment value. For the purposes of specialisation, a student is required to complete any eleven courses (33 credits) from a particular specialisation area, four courses (12 credits) from the various faculty elective courses, and three courses (6 credits) from SHE offered. The aim of the programme is to equip graduates with the knowledge, competency, practical skills, leadership attributes and problem-solving skills in business management.

PROGRAMME STRUCTURE

To be awarded the Bachelor of Business Administration, students must complete 122 credits. The distribution of credits based on components is as follows:

COMPONENT	CREDITS	PRE-REQUISITE
UNIVERSITY COURSES		
Required for all students		
CIX2005 Entrepreneurship	3	
GLTXXXX English Language Course ¹	4	
Co-curriculum [Choose one (1)]		
GKA1001 Attach@Industry	2	
GKI1001 Independent Research		
GKK1001 Community Service		
GKP1001 Talent Development		
GKS1001 Volunteerism		
GIG1012 Philosophy and Current Issues (<i>required for Malaysian students</i>) OR	2	
GLT1017 Basic Malay Language (<i>required for International Students</i>)		
GIG1013 Appreciation of Ethics and Civilizations	2	
Total	13	
CORE COURSES		
CIX1001 Principles of Microeconomics	3	
CIX1002 Principles of Macroeconomics	3	
CIX1003 Business Statistics	3	
CIX1004 Quantitative Analysis for Business	3	
CIX1005 Business Communication: A Critical Thinking Approach	3	
CIA1001 Introductory Accounting	3	
CIA2009 Management Accounting	3	
CIB1001 Management	3	
CIB1002 Human Resource Management	3	
CIB3002 Strategic Management	4	
CIB3010 Business Ethics and Corporate Governance	3	
CID1001 Management Information Systems	3	

CID2001 Operations Management	3	
CIF1001 Principles of Marketing	3	
CIX2001 Financial Management	3	
CIX2007 Commercial Law	3	
Total	49	

PROGRAMME SPECIALISATION / ELECTIVE COURSES		
<p>Specialisation:</p> <ul style="list-style-type: none"> ▪ Students are required to choose one of the following specialisations: <ul style="list-style-type: none"> ○ Management ○ Marketing, or ○ Operations and Information Systems Management ▪ Total number of courses to be taken throughout the study according to the chosen specialisation: 11 courses. ▪ These courses can be taken in semester 1 or 2 in accordance to the recommended course schedule. <p>Elective Courses:</p> <ul style="list-style-type: none"> ▪ Total number of elective courses to be taken throughout the study: 4 courses. ▪ These courses can be taken in semester 1 or 2 in accordance to the recommended course schedule. ▪ Student Holistic Empowerment (SHE) Courses: Students are required to choose one course from each cluster: <ul style="list-style-type: none"> ○ Cluster: Thinking Matters ○ Cluster: Emotional & Spiritual Intelligence ○ Cluster: Global Issue & Community Sustainability 	33	
	18	
Total	51	
INDUSTRIAL TRAINING		
CIB3012 Industrial Training ⁵	9	Students who have accumulated at least 50 credits and attended preparatory course for Industrial Training
Total	122	

LIST OF SPECIALISATION COURSES

COMPONENT	CREDITS	PRE-REQUISITE	SUGGESTION
MANAGEMENT SPECIALISATION COURSES (CHOOSE 11 COURSES)³			
CIF2001 Consumer Behaviour	3		Y2
CIA2008 Company Law	3	CIX2007 Commercial Law	Y3
CIB2001 Organizational Behaviour	3		Y2
CIB2003 Legal Aspect of Banking	3		Y2
CIB3003 International Business Management	3		Y3
CIB3005 Leadership	3		Y3

CIB3006 Service Management	3		Y3
CIB3007 Islamic Perspective on Business	3		Y3
CIB3008 Change Management	3		Y3
CIB3009 Cross Cultural Management	3		Y3
CIB3011 Introduction to Positive Psychology	3		Y3
CID3003 Quality Management	3		Y3
CIX3005 Tourism Management	3		Y3
Total	33		
MARKETING SPECIALISATION COURSES (CHOOSE 11 COURSES)³			
CIX2002 Sales Management	3		Y2
CIB2001 Organizational Behaviour	3		Y2
CID2002 E-Commerce	3		Y2
CIF2001 Consumer Behaviour	3		Y2
CIF2002 Retailing	3		Y2
CIF2004 Digital Marketing	3		Y2
CIF3001 Global Marketing	3		Y3
CIF3002 Hospitality Management	3		Y3
CIF3003 Integrated Marketing Communications	3		Y3
CIF3004 Services Marketing	3		Y3
CIF3005 Branding	3		Y3
CIX3001 Islamic Marketing	3		Y3
CIX3006 Marketing Analytics	3		Y3
Total	33		
OPERATIONS AND INFORMATION SYSTEMS MANAGEMENT COURSES (CHOOSE 11 COURSES)³			
CID2002 E-Commerce	3		Y2
CID2003 Business Data Communication	3		Y2
CID2004 Business Data Management	3		Y2
CID2005 Business Analysis and Systems Design	3		Y2
CIF2002 Retailing	3		Y2
CIX2004 Business Application Development	3		Y2
CID3001 Supply Chain Management	3		Y3
CID3002 Strategic Information Systems	3		Y3
CID3003 Quality Management	3		Y3
CID3004 Logistics Management	3		Y3
CID3005 Sustainable Operations and Supply Chain Management	3		Y3
CIX3007 Business Modelling for Decision Making	3		Y3
CIB3008 Change Management	3		Y3
Total	33		

List of Elective Courses⁴

For Management Specialisation

COMPONENT	CREDITS	PRE-REQUISITE	SUGGESTION
Choose four (4) courses from this list (4 courses x 3 credits):			
CIA2010 Basic of Malaysian Taxation	3		Y2
CIC2003 Islamic Financial System	3		Y2
CIC2004 Investment Management	3		Y2
CIC2006 Global Finance	3		Y2
CIC2007 Money and Banking	3		Y2
CIC2008 Financial Services Marketing	3		Y2
CIC3019 Insurance and Risk Management	3		Y3
CIX2003 Applied Financial Planning	3		Y2
CIX3002 Bank Management	3		Y3
CIF2002 Retailing	3		Y2
CIF2004 Digital Marketing	3		Y2
CIX2002 Sales Management	3		Y2
CIF3002 Hospitality Management	3		Y3
CIF3003 Integrated Marketing Communications	3		Y3
CIF3004 Services Marketing	3		Y3
CIF3001 Global Marketing	3		Y3
CIF3005 Branding	3		Y3
CIX3001 Islamic Marketing	3		Y3
CIX3006 Marketing Analytics	3		Y3
CID2002 E-Commerce	3		Y3
CID2003 Business Data Communication	3		Y2
CID2004 Business Data Management	3		Y2
CID2005 Business Analysis and Systems Design	3		Y2
CIX2004 Business Application Development	3		Y2
CID3001 Supply Chain Management	3		Y3
CID3004 Logistics Management	3		Y3
CIX3007 Business Modelling for Decision Making	3		Y3
CID3002 Strategic Information Systems	3		Y3
CID3005 Sustainable Operations and Supply Chain Management	3		Y3

For Marketing Specialisation

COMPONENT	CREDITS	PRE-REQUISITE	SUGGESTION
Choose four (4) courses from this list (4 courses x 3 credits):			
CIA2010 Basic of Malaysian Taxation	3		Y2
CIC2003 Islamic Financial System	3		Y2
CIC2004 Investment Management	3		Y2
CIC2006 Global Finance	3		Y2
CIC2007 Money and Banking	3		Y2
CIC2008 Financial Services Marketing	3		Y2
CIC3019 Insurance and Risk Management	3		Y3
CIX2003 Applied Financial Planning	3		Y2
CIX3002 Bank Management	3		Y3
CIB2003 Legal Aspect of Banking	3		Y2
CIA2008 Company Law	3		Y2
CIB3003 International Business Management	3		Y3
CIB3005 Leadership	3		Y3
CIB3006 Service Management	3		Y3
CIB3007 Islamic Perspective on Business	3		Y3
CIB3008 Change Management	3		Y3
CIB3009 Cross Cultural Management	3		Y3
CIB3011 Introduction to Positive Psychology	3		Y3
CIX3005 Tourism Management	3		Y3
CID2003 Business Data Communication	3		Y2
CID2004 Business Data Management	3		Y2
CID2005 Business Analysis and Systems Design	3		Y2
CIX2004 Business Application Development	3		Y2
CID3001 Supply Chain Management	3		Y3
CID3003 Quality Management	3		Y3
CID3004 Logistics Management	3		Y3
CIX3007 Business Modelling for Decision Making	3		Y3
CID3002 Strategic Information Systems	3		Y3
CID3005 Sustainable Operations and Supply Chain Management	3		Y3

For Operations and Information Systems Management Specialisation

COMPONENT	CREDITS	PRE-REQUISITE	SUGGESTION
Choose four (4) courses from this list (4 courses x 3 credits):			
CIA2010 Basic of Malaysian Taxation	3		Y2
CIC2003 Islamic Financial System	3		Y2
CIC2004 Investment Management	3		Y2
CIC2006 Global Finance	3		Y2
CIC2007 Money and Banking	3		Y2
CIC2008 Financial Services Marketing	3		Y2
CIC3019 Insurance and Risk Management	3		Y3
CIX2003 Applied Financial Planning	3		Y2
CIX3002 Bank Management	3		Y3
CIB2003 Legal Aspect of Banking	3		Y2
CIA2008 Company Law	3		Y2
CIB3003 International Business Management	3		Y3
CIB3005 Leadership	3		Y3
CIB3006 Service Management	3		Y3
CIB3007 Islamic Perspective on Business	3		Y3
CIB3009 Cross Cultural Management	3		Y3
CIB3011 Introduction to Positive Psychology	3		Y3
CIX3005 Tourism Management	3		Y3
CIB2001 Organizational Behaviour	3		Y2
CIF2001 Consumer Behaviour	3		Y2
CIF2004 Digital Marketing	3		Y2
CIX2002 Sales Management	3		Y2
CIF3002 Hospitality Management	3		Y3
CIF3003 Integrated Marketing Communications	3		Y3
CIF3004 Services Marketing	3		Y3
CIF3001 Global Marketing	3		Y3
CIF3005 Branding	3		Y3
CIX3001 Islamic Marketing	3		Y3
CIX3006 Marketing Analytics	3		Y3

RECOMMENDED COURSE SCHEDULE FOR BBA (TOTAL: 122 CREDITS) – 3.5 YEARS

YEAR 1					
SEMESTER 1			SEMESTER 2		
COURSE		CREDITS	COURSE		CREDITS
University Courses					
Required for all students					
			GLTXXXX	English Language Course (1) ¹	2
			GLTXXXX	English Language Course (2) ¹	2
Required for local students					
GIG1012	Philosophy and Current Issues	2			
GIG1013	Appreciation of Ethics and Civilisations	2			
Required for international students					
GIG1013	Appreciation of Ethics and Civilisations (in English)	2			
GLT1017	Basic Malay Language	2			
Core Course					
CIB1001	Management	3	CIA1001	Introductory Accounting	3
CID1001	Management Information System	3	CIX1002	Principles of Macroeconomics	3
CIF1001	Principles of Marketing	3	CIX1005	Business Communication: A Critical Thinking Approach	3
CIX1001	Principles of Microeconomics	3	CIX2007	Commercial Law	3
CIX1004	Quantitative Analysis for Business	3	CIX1003	Business Statistics	3
Specialisation/Elective					
Student Holistic Empowerment (SHE) Courses²					
Choose only one (1) course from each cluster.					
				Cluster: Thinking Matters	2
				Cluster: Emotional & Spiritual Intelligence	
				Cluster: Global Issue & Community Sustainability	
Total credit registered each semester	19		Total credit registered each semester	19 + (2 from SHE)	

YEAR 2					
SEMESTER 1			SEMESTER 2		
COURSE		CREDITS	COURSE		CREDITS
University Courses					
Co-curriculum [Choose one (1)]					
GKA1001	Attach@Industry	2	CIX2005	Entrepreneurship (Replaces GKU1001)	3
GKI1001	Independent Research				
GKK1001	Community Service				
GKP1001	Talent Development				
GKS1001	Volunteerism				
Core Courses					
CIB1002	Human Resource Management	3	CIX2001	Financial Management	3
CID2001	Operations Management	3			
Specialisation/Elective					
<i>Student Holistic Empowerment (SHE) Courses²</i>					
Choose only one (1) course from each cluster.					
				Cluster: Thinking Matters	4
				Cluster: Emotional & Spiritual Intelligence	
				Cluster: Global Issue & Community Sustainability	
<i>Specialisation</i>					
Students are required to choose one of the following specialisations:					
<ul style="list-style-type: none"> ▪ Management ▪ Marketing ▪ Operations and Information Systems Management 					
<i>Elective⁴</i>					
Number of courses to be taken throughout the study: 4 courses					
Total credit registered each semester	8 + 12 (combination from specialisation/elective)		Total credit registered each semester	6 + (4) from SHE + 9 (combination from specialisation/elective)	

YEAR 3				
SEMESTER 1		SEMESTER 2		
COURSE	CREDIT	COURSE	CREDIT	
University Courses				
Core Courses				
CIA2009	Management Accounting	3		
CIB3002	Strategic Management	4		
CIB3010	Business Ethics and Corporate Governance	3		
Specialisation/Elective				
<i>Specialisation Courses³</i>				
Register for courses according to your chosen specialisation.				
<i>Elective Courses⁴</i>				
Number of courses to be taken throughout the study: 4 courses				
Total credit registered each semester	10 + 9 (combination from specialisation/elective)		Total credit registered each semester	
			15 (combination from specialisation/elective)	
YEAR 4				
SEMESTER 1				
COURSE	CREDIT			
Core Courses				
CIB3012	Industrial Training ⁵	9		
Specialisation/Elective				
<i>Specialisation Courses³</i>				
	Total credit registered each semester	9		

Note:

1. Students are required to take 4 credits of English courses based on English Proficiency qualification (MUET/IELTS/TOEFL). Those who achieved band 5 and above in MUET are given the option to take advanced English and/or a foreign language.
2. Choose one (1) course from each cluster.
 - Cluster: Thinking Matters
 - Cluster: Emotional & Spiritual Intelligence
 - Cluster: Global Issue & Community Sustainability

Total number of courses to be taken throughout the study: 1 course from each cluster.

3. Courses by Specialisation

Students are required to **choose one of the following specialisations:**

- Management
- Marketing, or
- Operations and Information Systems Management

Total number of courses to be taken throughout the study according to the chosen specialisation: 11 courses.

These courses can be taken in semester 1 or 2 in accordance to the recommended course schedule.

4. Elective Courses:

- Total number of elective courses to be taken throughout the study: 4 courses.
- These courses can be taken in semester 1 or 2 in accordance to the recommended course schedule.

5. May be taken in Year 3 Semester 2.

The list of courses offered is subject to change. Students are advised to refer to the individual course pro-forma for the details.